

# Strategic K-12 Marketing Services

## To Support Student Recruitment and Retention Efforts

SchoolMint's strategic marketing services help schools boost their enrollment by improving their community outreach, customer service, and the family experience.

### Data-Rich Diagnostics

A SchoolMint audit examines a school's existing marketing and customer service practices to identify recruitment issues and to better understand the experience of prospective families. As part of these diagnostic services, schools are provided with a data-rich report and consultation so that they may prioritize improvements where they will have the most impact.

### Expert Guidance & Consulting

While diagnostic services help schools better understand problems, SchoolMint's expert marketing consultants provide the guidance and training needed to solve problems. These personalized services ensure that schools can address issues internally, develop better recruitment practices and experience year-over-year enrollment growth.



We were very happy with the results and exceeded our enrollment goals by more than 40 students! I would definitely recommend SchoolMint's marketing services."

**Mariama Shaheed**, Principal  
*Global Preparatory Academy*

## Service Offerings

The first step to boosting enrollment is examining your current practices and identifying areas for improvement. SchoolMint makes this easy with insightful reporting and solution-focused guidance.



### District Marketing Audit

The audit takes a holistic look at your district's current promotional efforts and enrollment tactics. It identifies areas of weakness and provides actionable recommendations for improvement.



### School Marketing Blueprint

While smaller in scope, the marketing blueprint program provides a succinct overview of your school's website, social media, and overall online presence to offer approachable steps for improvement.



### Customer Service Audit

Phone calls and emails are often the first way prospective families reach out to new schools. These interactions are some of the most important factors influencing a family's decision to join your school. Our audit provides detailed first-hand reports, measurements of parent satisfaction levels and expert consultation.



### Secret Shopper

A "secret shopper" acting as a prospective parent is sent to your school to experience the recruitment and enrollment process first-hand. Schools are provided with a detailed report that outlines issues, analyzes effectiveness and recommends improvements.



### School Climate Survey

Understanding the experience of your families and faculty is key to keeping your school community growing and solving enrollment and retention issues. We'll conduct a school climate survey that provides direct insight into how families feel about your school.